

## **FOR IMMEDIATE RELEASE**

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\*\*\*\*\*Press Release\*\*\*\*\*

### **Jacobi Medical Center and Bronx Borough President Observe World AIDS Day**

**Bronx NY:** Jacobi Medical Center partnered with Bronx Borough President Ruben Diaz Jr., and the NYC Department of Health and Mental Hygiene (NYCDOHMH) Assistant Commissioner Dr. Monica Sweeney, for a World AIDS Day program held in Jacobi's Main Lobby.

The program opened with a welcome from Jacobi Medical Center/North Central Bronx Hospital Senior Vice President William Walsh, and featured remarks from Bronx Borough President Ruben Diaz Jr. and Dr. Sweeney. A new NYCDOHMH public service announcement was aired during the program, in which Borough President Diaz stresses the importance of knowing your status by getting tested. This English/Spanish PSA will run on the air, continuously at the hospital, and at numerous facilities in the Bronx.

In addition, Jacobi HIV clinician specialists provided brief updates on the latest information in their areas of expertise. These included Jason M. Leider MD, PHD., Medical Director, Adult HIV Services, North Bronx Healthcare Network; Yvette Calderon MD, MS, Adult Urgent Care Director, Jacobi; David Garry, MD, Director of Obstetrics, Jacobi; David K. Stein MD, Director, Adult HIV Service, Jacobi; and Monica Traczik RN, MPH, Assistant Director of Nursing, Adult HIV Service, Jacobi.

“Bronxites should continue to understand the importance of testing to prevent the spread of this life threatening disease,” said Borough President Diaz. “I hope that the Public Service Announcement we created will help us to reach thousands of people and to make them realize that getting tested is an easy but important step to win the battle against HIV/AIDS.”

Both Jacobi and its sister facility, North Central Bronx Hospital, are committed to making HIV testing part of routine care. The hospitals have established Project BRIEF, an award-winning program which offers testing and immediate linkage to care for every patient presenting to the Emergency Department. In the past 12 months, the hospitals provided testing for more than 34,000 individuals.

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**Caption: Bronx Borough President Ruben Diaz Jr. speaking at World AIDS Day event at Jacobi Medical Center.**

### **About Jacobi Medical Center**

Jacobi Medical Center is part of HHC's North Bronx Healthcare Network, which includes North Central Bronx Hospital. A 457-bed teaching hospital affiliated with the Albert Einstein College of Medicine, Jacobi offers numerous centers of excellence including its renowned trauma center, multi-person hyperbaric unit, burn center, surgical intensive care unit, stroke center and regional perinatal center. Jacobi's new Ambulatory Care Pavilion is a stunning complement to its recently constructed inpatient facility and allows staff to provide outpatients with high-quality care in a modern, state-of-the-art environment.

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